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MASSMEETINGS

Published by the Massachusetts Convention Center Authority Francis X. Joyce, Executive Director

Volume V, Number 2 Spring 1990

GOVERNMENT DOCUMENTS COLLECTION
SEP 14 1990
University of Massachusetts
Depository Copy

Doing the Job

By Francis X. Joyce
Executive Director, MCCA

The new Hynes Veterans Memorial Convention Center is doing the job for which it was created, and doing it better than anyone thought it would—or could.

A report by Bell Associates of Cambridge, an independent firm, reveals that the Hynes team, which achieved results four years ahead of scheduled goals in 1988—our first year—surpassed that accomplishment in 1989 and is en route to new heights in 1990.

The report shows that the Hynes produced almost $42.5 million in additional tax revenues in 1989, almost all of it paid by visitors from out-of-state.

And that direct dividend to the Commonwealth was in addition to almost $608 million that went into our economy, to our hotels, restaurants, stores—and to produce new jobs.

Consider what the Hynes' contribution means to the economies of Massachusetts and Boston:

In additional tax revenues: $82.6 million in 1988 and 1989 and $44.7 million projected by the Bell Report for this year. That's almost $130 million in our first three years of operation.

In economic impact: $584.3 million in 1988, $607.7 million in 1989, and another $632.1 million in 1990. That's close to $2 billion brought into our economy from the outside.

And those figures mean that the new Hynes has been producing a profit—a profit measured in many millions of dollars—throughout its operation.

They mean that the state is making more than twice as much as it is spending on the Hynes.

They mean that at a time when general tourism is off, convention business at the

JOB continued on page 7

State-of-the-Art Telecommunications

ABC's Wide World of Sports Broadcasts Live from the Hynes

The Hynes' telecommunications capabilities were put to the test February 3, 1990, when *ABC's Wide World of Sports* set up shop to broadcast a World Middleweight Championship Boxing Match—*live* from the Veterans Memorial Auditorium in the Hynes Convention Center.

"It was one of the smoothest broadcasts I've ever conducted," declares Jim LeCatta, ABC Project Manager for Broadcast Operations. "The Hynes' in-house telecommunications set-up is absolutely state-of-the-art, and the building layout made our life easy.

"We brought our broadcast truck—a 72,000-pound 18-wheeler—right into the building on an elevator, and drove it into the staging area," LeCatta exclaims. "We usually have to park it in the street and run cables all over the place. If the Hynes can handle our needs—and we're about as demanding as they come—they can handle *anybody's* telecommunications needs."

LeCatta relates how a several-day set-up was accomplished in one day at the Hynes. "We had power in 15 minutes, and our telecom hook-ups in two hours. We conducted our first test at 3:00 p.m., and left for dinner at 8:00 p.m. It was that simple."

The Hynes has uplink and downlink capabilities, fiberoptics, Local Area Network (LAN) service, an Audix system, built-in microphone jacks, and a complete internal telex intercom system. With two satellite dishes on the roof and access ports throughout the building, users of

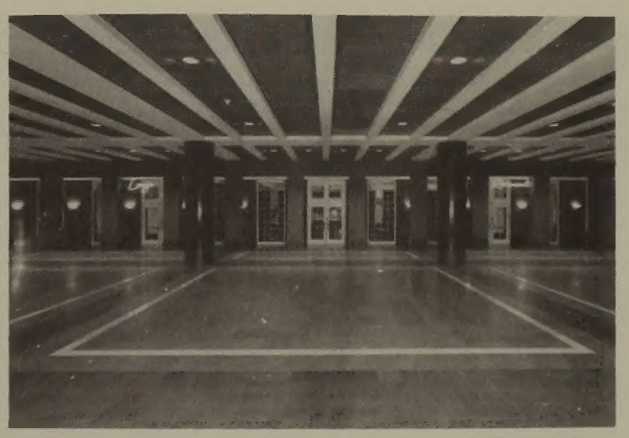
ABC continued on page 4

Hynes Wins Three Design Awards

Architects and design critics, both regionally and nationally, continue to recognize the John B. Hynes Veterans Memorial Convention Center as an outstanding building.

The three most recent awards come from three very different but respected organizations.

- An "Interiors Award" was presented by *Interiors Magazine*, a widely read and well respected publication among design professionals.
- The "Harleston Parker Medal" was awarded to the Hynes June 12 by the Boston Society of Architects. The award cites the Hynes as "the most beautiful structure built in Boston in the past ten years."
- A "New England Masonry Design Award" was presented by the International Masonry Institute, a professional



organization serving union contractors and craftsmen.

Elegant Interior

The interior spaces of the Hynes were praised by the expert jury at *Interiors Magazine*. The jury said that the Hynes "is

AWARDS continued on page 7

Hospitality Industry Representatives

New MCCA Board Members Announced

"I am pleased to announce two new members of the Massachusetts Convention Center Authority," says Francis X. Joyce, MCCA Executive Director.

"Both are members of Boston's hospitality industry, and their expertise will help guide the Authority and make the Hynes an even greater success.

"James Daley is one of Boston's best-known hoteliers—he owns the stately Copley Plaza Hotel, the Back Bay Hilton and the Tremont House.

"Stephen Elmont is the founder and President of Creative Gourmets, Ltd., recognized as one of the finest catering and food contract companies in the country."

Daley and Elmont are the first two members of the seven-member Authority to represent the hospitality sector of Boston's thriving meeting and convention industry. Past members of the MCCA have had expertise in development, construction and financing. With the Hynes' construction successfully completed, these appointments emphasize the Authority's continued efforts to enhance the Hynes' reputation as one of the most service-oriented convention facilities in the country.

Daley sees good things ahead for the Hynes and for Boston in 1990.

"Conventions are the life-blood of the hotel business," he observes. "The number of city-wide conventions will almost double to 40 this year, and 70 percent of the conventions that have come to the Hynes since it reopened have rebooked."

Stephen Elmont (third from right) is joined at the swearing-in ceremony by leaders of the state's hospitality industry: Jerry Cohen, former state legislator; John Coyne, Gen. Counsel, Mass. Restaurant Assoc.; Raymond Murgia, Vice Chrm. of Board, MRA; Tim Kerwin, Pres., Greater Boston Hotel Assoc.; Michael Dukakis, Governor, Commonwealth of Mass.; Robert Cumings, Pres., Greater Boston Conv. & Visitors Bureau; Roger Saunders, Pres., Amer. Hotel/Motel Assoc.; Stephen Elmont, Pres., Creative Gourmets; Thomas McCabe, Pres., MRA; Edward McCann, Jr., Exec. V.P., Mass. Hotel/Motel Assoc.

Massachusetts Governor Michael Dukakis swears-in James Daley as a member of the MCCA.

Elmont is well-versed in the food-related segment of the hospitality industry. He is past President of the Massachusetts Restaurant Association and a Director of the National Restaurant Association.

"I'm impressed with the Hynes—the building itself and the people who staff it," Elmont says. "I look forward to working closely with the MCCA members to help continue this success story."■

Hynes Holds Fam Trip

Six meeting planners from Washington, D.C. received an in-depth look at the Hynes Veterans Convention Center January 19 during a familiarization trip sponsored by the Massachusetts Convention Center Authority (MCCA).

This fam trip was the first sponsored by the MCCA, as part of a stepped-up marketing program aimed at bringing more meeting planners to the new Hynes.

"Many meeting planners have visited the Hynes through fam trips sponsored by various local hotels, but we perceived a need to increase the Hynes' visibility and to bring even more meeting planners to Boston," explains Mark Broderick, Director of National Sales for the Hynes, from his Washington, D.C. office.

Among the fam trip participants was Mark Hurwitz, Executive Director of the Building Owners and Managers Association (BOMA). He had a special reason for visiting the Hynes: BOMA "won the Hynes at an auction." At last year's ASAE Silent Auction during its Annual Meeting and Exposition held at the Hynes, BOMA bid on the largest and most valuable offering ever made at the auction: use of the Hynes Convention Center.

BOMA will be bringing thousands of its members to Boston for its Annual Meeting and Convention in 1996. ■

The Hynes fam trip included; Mark Leahy, Convention Center Mgr., MCCA; Holly Goulet, Sr. Sales Mgr., MCCA; Mark Hurwitz and Pat Areno, Building Owners & Managers Assoc.; Jay Stencil, Sheraton Boston Hotel; Jo-Anne Tarantiano, Eastern Airlines; Mark Broderick, Dir. Nat'l. Sales, MCCA; Laurel Kluge, Nat'l. Sales Mgr., MCCA; Sally Luber, Amer. Assoc. of Airport Executives; H. Dee Leahman, Council for Exceptional Children; Abbe Cohen, Nat'l. Food Brokers Assoc.; Francis X. Joyce, Exec. Director, MCCA; Paul Lanagan, Convention Mgr., Greater Boston CVB.

MASSMEETINGS

Published by the Massachusetts Convention Center Authority Francis X. Joyce, Executive Director

Special Section: Behind-the-scenes at the Hynes

Profile: Executive Chef Douglas Bradley

Adding Spice to Convention Meals

Executive Chef Douglas Bradley guarantees meeting planners that the meals he prepares for their members won't be found anywhere else. He's confident with that guarantee because all the banquet meals served at the Hynes are from his own recipes.

Bradley has been with the Hynes Convention Center since the facility's opening in 1988. "Doug was a great find for us," says Ken Caron, Director of Food Services for ARA Services, Inc., which handles all catering and food functions at the Hynes. "His background is in fine dining, not in volume service, and he brings a unique flair to his work."

Caron explains that it's easier to teach a chef how to work in volume, than it is to teach a "production cook" to be a true chef. "Many convention center chefs have military backgrounds, cooking basic meals for thousands of soldiers," Caron observes. "From the very beginning, the Hynes management wanted something better. They knew that *service* is the name of the game in the meeting and convention business. Their philosophy all along has been, 'we know we're not the biggest convention center, but we're certainly going to be the best.'"

As Executive Chef at the Hynes, Bradley strives to maintain the quality that

CHEF continued on page 5

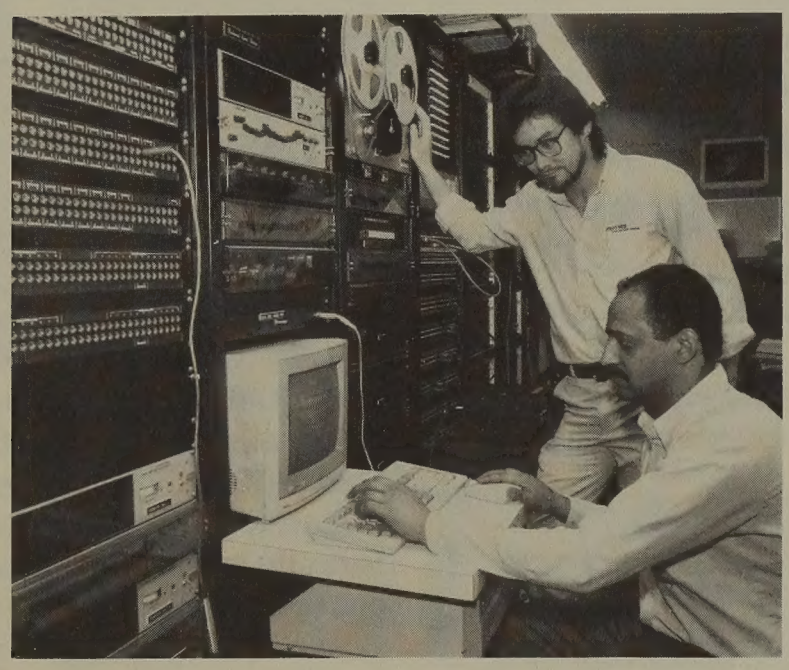
The Hynes' Technical Support Staff

Working Technical Miracles

"We refer to them as our Event Services Staff, but many meeting planners call them 'miracle workers'," says Mark J. Leahy, Convention Center Manager.

"They work behind-the-scenes to make sure that every convention, trade show, special event and meeting proceeds smoothly. It's easy to take for granted that the escalators work all the time, that the air is a comfortable temperature, and that there's enough electricity to power your booth equipment.

"But meeting planners sit up and take notice when our technical people do something 'above and beyond the call of duty'," Leahy continues. "It's interesting to note that our people see these challenges as just a part of the job, as another interesting puzzle to figure out."



Greg Brown and Dave Wilson, members of the Hynes Event Services Crew, check equipment in the sound room prior to an event.

Assistant Operations Manager Bob Venuti recently saved

MIRACLES continued on page 4

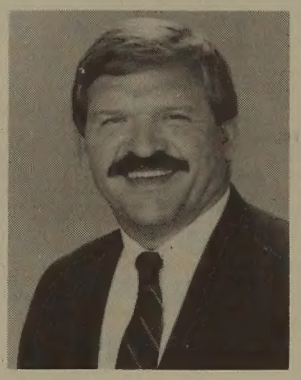
Bryant Gumbel, Co-anchor of NBC's Today Show, joins Sheree Wallace, Director of Security at the Hynes, and Lolita Elverrillo, Hynes Event Coordinator. Gumbel spoke recently at the 96th annual convention of the Northeastern Retail Lumber Association.

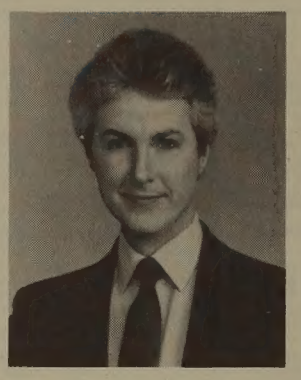
ABC *continued from page 1*

the Hynes can utilize virtually any combination of computer equipment, and can create any type of telecommunications system.

For *ABC's Wide World of Sports*, the Hynes provided the video and audio tie-in to New England Telephone. The many microphone jacks throughout the building saved ABC time and headaches and the hassle of running cables throughout the building.

"The Hynes staff was more than cooperative; they were superb," LeCatta says.





ABC Sports commentators Dan Dierdorf and Alex Wallau broadcast live from the Hynes.

"They anticipated our needs and worked enthusiastically. Usually, when we broadcast from a new location for the first time we run into a lot of logistical problems. But for this broadcast, it was as if we'd been coming to the Hynes for years. The Hynes staff is made up of real pros.

"I know the Hynes is primarily designed for meetings and conventions—and not sporting events—and that speaks all the more highly for the flexibility of the place." ■

For the technically-minded

Technical Services at the Hynes

This brief overview of the Hynes' telecommunications capabilities is not for the layman. It will, however, be extremely helpful to those on your meeting planning staff who deal with the technical, behind-the-scenes side of running a convention or special event.

Satellite Services

Two satellite dishes are presently installed on the roof of the Hynes.

One is a Comtech 3.8-meter dish with a Microdyne 1100 BKR receiver. This is a hybrid C and KU downlink.

The second dish is a Scientific Atlanta Series 9000 2.8-meter dish with a Scientific Atlanta model 9640 receiver. This is a KU-only downlink.

We also have arrangements with a local television station for uplinking via New England Telephone fiber optic lines on both C and KU bands. This station also houses complete support services, including: Emmy Award-winning scenic design and construction; award-winning graphic design, including the Aurora Point System; captioning services; and creative services for concept development and writing.

Local Area Network

The convention center has built-in capabilities to operate by twisted pair LAN patches terminating anywhere in the building. We also have in stock the AT&T Starlan-10 LAN with provisions for 200 ports strategically located throughout the building.

Audix

The Hynes has an AT&T system 85 Release 2 Version 4 Switch which includes Audix (Audio Information Exchange). Audix is a computerized method of using a touch tone telephone to send and receive verbal messages (voice mail).

Having this feature on your exhibitors' telephones is especially helpful and appreciated during heavy traffic times, as it eliminates the need to stop and answer the phone in the middle of face-to-face conversations with clients and prospective customers on the trade show floor. It also gives exhibitors the flexibility to return calls during off times, whether day or night in the convention center, or back in their hotel rooms. ■

MIRACLES
continued from page 3

a major show more than $75,000. They were preparing to spend that much on cabeling to support their highly technical exhibitors, until they talked with Venuti. He knew there had to be a better—and cheaper—way, and he was right. He customized part of the Hynes' in-house system, and met the group's technical needs at a fraction of the cost.

❖ ❖ ❖

When Ford Motor Company was in the Hynes last year they needed massive amounts of electricity for a display in the Veterans Memorial Auditorium. Jim McCune, Director of Physical Plant at the Hynes, rigged a special transformer in a buss duct and provided 4,000 amps of power to the auditorium. (The power draw was so great that Boston Edison called and asked us to reduce the electrical usage, as it was affecting their system.)

❖ ❖ ❖

"It's all about service, pure and simple," says Leahy. "Our Event Services Staff is a unique group of professionals. Not only are they technical wizards, they're service-oriented, too. They really want to solve problems for meeting planners.

"But it's not really that surprising," he observes. "After all, the finest convention center in the country has got to have the best people working for it, right?" ■

CHEF *continued from page 3*

the Hynes is becoming known for.

"Home made" isn't a phrase that's usually associated with institutional food, but at the Hynes it describes Bradley's meals. He uses no bottled dressings, no canned or frozen soups, and no frozen sauces. "We won't take the easy way or the cheap way if it means compromising on quality," he says.

"We tend to specialize in New Eng-

land regional cuisine. After all, when visitors come to Boston they want to experience many of our seafood specialties. But we also create a lot of 'theme parties'—featuring Cajun, Oriental, Italian or Caribbean cuisine—that are highly successful, too.

"Boston is a demanding town to cook in, no doubt about it," Bradley observes. "With so many fine restaurants to lure conventioneers away from the Hynes, we try even harder to create memorable meals for them."

Bradley is a graduate of the Culinary Institute of America and has held a number of prestigious positions in well-known restaurants and institutions around the U.S. He has been Banquet Chef at the El Dorado Casino in Reno, Nevada; Executive Sous Chef at Atwaters Restaurant in Portland, Oregon; Department Chef at the Caneel Bay/Rock Resorts in St. John, U.S. Virgin Islands; and Day Chef at the Stockyard Inn in Montpelier, Vermont.

"I'm determined that meals served at the Hynes will be a memorable part of our guests' stay in Boston," Bradley concludes. ■

Mussel chowder

This recipe was created by Doug Bradley, Executive Chef at the Hynes Veterans Convention Center. (The recipe has been scaled down to serve *four* instead of four thousand.)

Ingredients

2# mussels, scrubbed and bearded
1 medium onion, diced
2 cloves of garlic, mashed
1-1/2# tomatos, diced and peeled; or 1 can of chopped tomatos
3 ozs. dry white wine
1/2 teaspoon of saffron
2# of potatoes, peeled and diced
S & P to taste
1 small can of clam juice

Directions

Put wine in soup pot with mussels, boil till they open. Remove mussels and set aside. To the wine add the onion, clam juice, the garlic, saffron and tomatos. Simmer for 5 minutes, then add the potatoes. While they cook, remove the meat from the mussel shells. When the potatoes are done, add the mussels, bring back to a boil and serve with hot garlic bread and a salad.

Customers Comment on ARA

These are unedited, unsolicited comments from letters written by meeting planners.

"The service was wonderful, and the quality of the food would rival any first class restaurant."

Rosemary A. Hall
Mary Kay Cosmetics

"I commend ARA on the wonderful food and service we received last week at our annual conference. Our keynote speaker, Thomas P. 'Tip' O'Neill, made some very complimentary comments on the sirloin steak luncheon. Coming from a man who attends numerous banquets, it says a lot about ARA."

Maureen A. Rubel
Cash Management Association of New England

"We appreciated ARA's 'going the extra mile' for our meeting."

Marshall Monroe
YMCA of the USA

"Your cooperation and cheerful attitude made our life a little easier during some trying times."

A. Lynn Kramer
American Urological Association, Inc.

"The rave reviews keep pouring in and I really want to thank you and everyone involved for making our holiday party a success."

Louise Snow
Lotus Development Corporation

Hynes Schedule of Events

The following is a partial listing of conventions, exhibitions and meetings being held in the Hynes Veterans Memorial Convention Center during 1990.

Event dates	Event name	Estimated attendance
June		
1	American Academy of Public Administration	150
6-7	1990 Cogeneration Congress	2,500
10	Suffolk University & Law School graduation	4,000
11-12	Senologic International Society, Tufts University School of Medicine	1,500
15-20	American Nurses' Association	8,000
26-28	DEXPO East 90	10,000
July		
1-5	American Federation of Teachers	3,000
10-12	American Electroplaters Society, Inc.	3,000
14-16	International Association of Auditorium Managers	1,500
16-18	Engineering Work Station Conference & Trade Show	7,000
20-29	American Contract Bridge Association	2,000
22-24	National Nutritional Foods Association	6,000
30-8/2	American Association for Artificial Intelligence	5,000
August		
6-8	American Society of Mechanical Engineers	2,500
7-9	Oriental Rug Retailers Show	1,600
10-13	American Psychological Association	13,000
17-19	Art Buyers Caravan	3,000
20-23	INTEREX	4,000
23-24	Independent Electrical Contractors	1,500
28-30	Association of Public-Safety Communications Officers	5,000
September		
8-10	Seven-Up	1,000
12-14	American Orthotic & Prosthetic Association	2,000
13-15	National Association of Broadcasters	4,000
12-20	Bank Marketing Association	3,000
18-21	Air Traffic Control Association	2,000
24-26	Association of Old Crows	3,000
October		
1-3	American Association of Textile Chemists & Colorists	2,000
5-10	American Academy of Pediatrics Annual Meeting	6,500
13-16	American Dental Association	35,000
22-25	American Society of Plastic and Reconstructive Surgery	5,000
29-31	American Gas Association	2,000
29-31	The Wire Association International	2,000
30-31	Electronic Imaging East	3,000
November		
6-8	OPTCON '90	14,000
11-13	National Industrial Transportation League	2,500
11	Wedding Expo	1,000
14-17	National Association of Social Workers	8,000
23-25	Christmas Crafts Show	3,600
25-27	Christian Camping International Annual Meeting	4,000
December		
1-3	International Society of Hematology	6,000
8	International Union of Operating Engineers	2,000

"The personnel of Hynes performed above and beyond our expectations, and we have the highest regard for their professionalism and cooperation, which made all of our jobs much easier."

Vera R. Heuberger
Director of Meetings & Conventions
American College of Chest Physicians

Hynes Wins Three Design Awards

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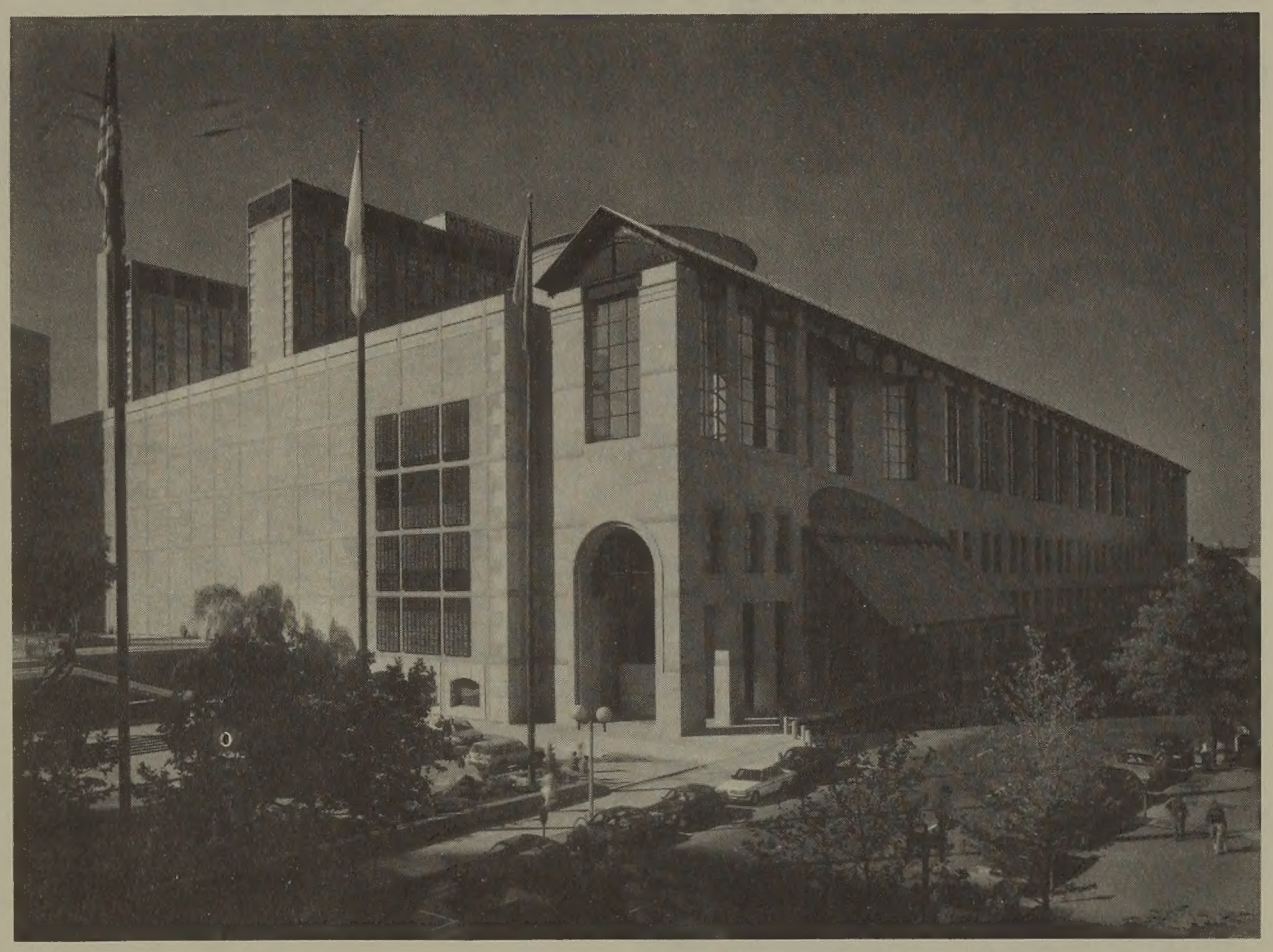
above what we are used to in a convention center. It has a sense of scale and grandeur which is the result of architecture and interiors working together. The vaulted ballroom is beautiful and it is to be commended. It shows a new direction in convention centers."

Interiors Magazine Editor-in-Chief Paula Jackson said, "Our magazine stands for the cohesion of the partner professions of architecture and interior design, and the beauty that can be created when they join together. The Hynes is an example of that union, and I am thrilled to have such quality of design in our pages."

The January 1990 issue of *Interiors* further describes the experts' views:

"The success of Boston's John B. Hynes Veterans Memorial Convention Center is due entirely to the close collaboration between architects Kallmann, McKinnell & Wood and interior designer Stephanie Mallis. Together they created 850,000 square feet of exhibition space and meeting rooms flexible enough to accommodate the daily changing needs of up to 22,000 people without compromising the integrity of the building, or indeed the historic Bay Bay neighborhood in which it is located.

"The existing Hynes, a brick box typical of 1960s urban renewal efforts, was stripped down to the bare concrete structure and wrapped on two sides by the L-form of the new building. This allowed KMW to place most of the public and circulation spaces along the exterior of the building, giving them natural light and views of the city. Because horizontal expansion possibilities were limited, two rotundas were designed to provide vertical circulation.



"To clarify the organization of this very complex space, Mallis designed a color scheme that brings visitors through the building as participants. Each floor is highlighted by a different accent color—blue, purple or turquoise—against the neutral public spaces and furnishings. One ascends Hynes through layers of color, moving from smaller and darker spaces to larger and lighter spaces. The climax is the third-floor Boylston Hall, a breezy white gallery with views of Boston and Cambridge.

"Hynes' 38 meeting rooms also depart from standard convention space: most of them are permanent areas, not subdividable boxes. The architects have underscored this fact with details like pilastered walls, ceiling coves and mahogany wainscoting. Mallis reinforced their design with custom carpeting, the borders of which echo the dimensions of the coves."

Fine masonry

The Hynes took a First Award in the "Landscape and Interior Design" category of the 1989 New England Masonry Design Award competition. This category recognizes outstanding use of masonry materials in the landscaping, paving, and sheathing of both interior and exterior spaces.

The interior spaces of the Hynes incorporate the largest use of slate in New England history. One juror called it "...exemplary in its use of materials. It is important that public buildings use rich materials such as we see here."

Another was impressed by the "...very simple and very clean interior lines." ■

DOING THE JOB

Continued from page 1

Hynes is strong and growing and helping to offset what could be a very serious problem to our business community and to those whose jobs in the hospitality industry would otherwise be threatened.

Last—but of great importance—they mean that you, all the members of the team that makes these things happen, are doing an outstanding job, one in which you can take pride and for which you have my admiration and gratitude. ■

Hynes' Washington, D.C. Office

Meeting Meeting Planners' Needs

There's a little bit of Boston in Washington, D.C. that is becoming known to more and more meeting planners as time goes on. The Washington sales office of the Hynes Veterans Convention Center provides information and instant response to the thousands of national and international associations based in the nation's capital.

Mark Broderick, Director of National Sales for the Hynes, has headed the Washington office since its opening, early in 1984. "Our philosophy has always been 'service, service, service,'" he says. "That translates into providing information, providing it in a timely fashion, and providing continuity for meeting planners."

Broderick and his small-but-efficient staff have responded to many last-minute calls for help.

"One association meeting planner called us late on a Friday afternoon," Broderick relates. "He was frantic to get information about the Hynes for a board meeting on Sunday. I hand delivered a stack of Hynes brochures to his office within an hour.

"Another planner needed a poster to help her promote next year's convention in Boston. We dashed across town to get it to her before she caught a flight out of town."

For more information call:
(202) 898-0909
Mark Broderick,
Director of National Sales
Heidi Burke, National Sales Manager

MASSMEETINGS is a publication of the Massachusetts Convention Center Authority (MCCA), which owns and operates the John B. Hynes Veterans Memorial Convention Center.

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NEWSLETTER HIGHLIGHTS

- Hynes wins 3 design awards
- Report confirms Hynes' economic impact exceeds $600 million
- *ABC's Wide World of Sports* lauds Hynes' Telecommunication capabilites
- Hynes hosts 1st Fam trip
- New MCCA Board members announced

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MASSMEETINGS

Published by the Massachusetts Convention Center Authority Francis X. Joyce, Executive Director

Volume V, Number 3 Autumn 1990

Mass. Appeal

By Francis X. Joyce
Executive Director, MCCA

I'm borrowing the headline "Mass. Appeal" from a recent issue of *Corporate Meetings & Incentives* because in two simple words it sums up a quality shared by Boston and Massachusetts. Our city and state have a unique appeal that makes us a highly desirable destination for all types and sizes of associations and organizations.

"Mass. appeal" also describes the John B. Hynes Veterans Memorial Convention Center, which appeals to large groups and small groups, and is ideal for all kinds of meetings and conventions.

The combined appeal of the Hynes, Boston and Massachusetts is hard to resist. To quote from *Corporate Meetings & Incentives* again, "Last year, the city and its environs attracted 1.1 million meetings and conventions delegates, a rise of 100,000 over 1988's figures. The major impetus for the increase came from the reopening of the [Hynes], which now boasts more than 360,000 sq. ft. of meetings and exhibition space."

Corporate Meetings & Incentives also observes that "Boston's preeminence in American history also piques group interest, and makes for fascinating pre- or post-meeting tours." We believe that "Old Boston" and "New Boston" work hand-in-hand to provide visitors with a profitable and pleasurable experience.

"New Boston" includes meeting and convention facilities unparalleled anywhere in the world. While the Hynes is not the largest convention center in the country, it is arguably the best-designed, most flexible, most service-oriented and most elegant. Many conventions held here enjoy record-setting attendance. We believe it's because of the "Mass. appeal" of our new building, our old-but-hospitable city, and our unique and historic commonwealth. ■

Events at Hynes Experience Record Attendance

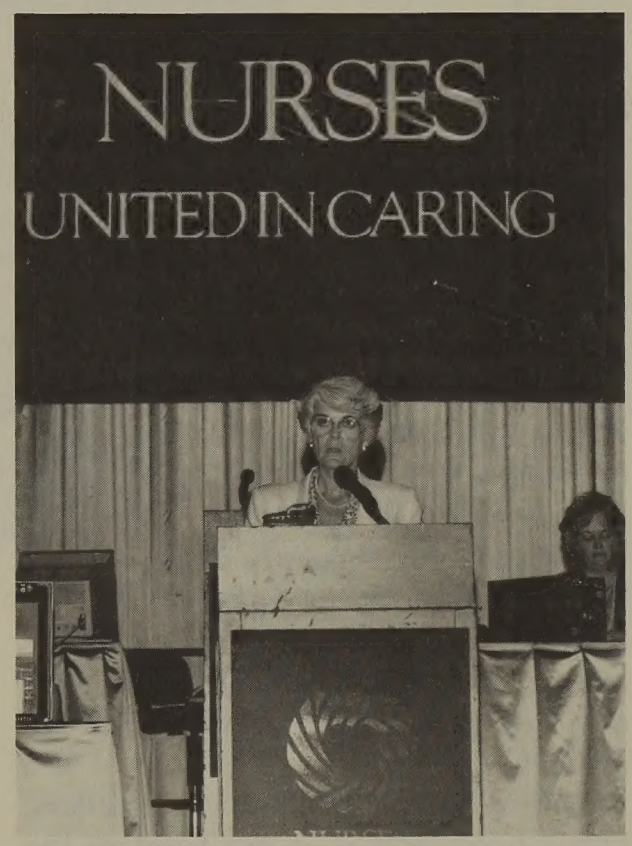
What do these groups have in common: The American Chemical Society, the American Risk & Insurance Management Society, the American Lung Association and the American Nurses Association?

Not only have they all held major conventions at the Hynes during the past year, they all experienced record-breaking or higher than expected attendance at their events.

MCCA Executive Director Francis X. Joyce reports that many associations share the experience of these groups. "I believe that this encouraging phenomenon is the result of a combination of two factors: the Hynes and the city of Boston," Joyce says.

"Word has spread throughout the meeting and convention industry that the Hynes is a very special facility, and that our staff thrives on providing great

RECORD ATTENDANCE continued on page 7



The ANA experienced its highest registration in 10 years at the Hynes. Geraldine Ferraro addresses the group.

Hynes "Video Brochure" Now Available

You're invited on a fam trip to the Hynes—without having to leave the comfort of your living room or office, or anywhere you've got a VCR.

"I'm pleased to announce that our first video, featuring the award-winning Hynes Veterans Memorial Convention Center, is now available," says Janice M. Saragoni, Assistant Director for Communications & Public Affairs for the Hynes. "This video introduction to the Hynes takes you on a tour of the entire facility—from our spacious exhibit halls and elegant meeting rooms to our gourmet kitchen and underground loading docks."

Tour the Hynes via video. Call 617-954-2300 for a copy.

The video features interviews with several meeting planners who share their views on the Hynes—from the building itself to the service-oriented staff. The video also includes observations from R. William Taylor, CAE, President of ASAE—the American Society of Association Executives.

Taylor says that Boston's new convention center works "because the people who are responsible for the Hynes *make* it work." ■

Profile: MCCA Board member James Daley

Boston Hotelier Is Involved

Whether off on a business trip to Europe or vacationing on Cape Cod, James Daley is always available. "I'm in the hospitality industry," he proclaims, "and that is a 365-day-a-year profession."

As one of the newest members of the Massachusetts Convention Center Authority (MCCA) Daley is bringing a unique perspective and a great deal of experience to the Authority.

Daley is now one of three members of the seven-member MCCA to represent the hospitality sector of Boston's thriving meeting and convention industry. During the construction phase of the Hynes, emphasis was on selecting members who had expertise in development, construction and financing. With construction successfully completed, Daley's appointment demonstrates the Authority's concentration on establishing the Hynes as one of the most service-oriented convention facilities in the country.

One of Boston' best-known hoteliers, Daley owns and is at the helm of the Copley Plaza Hotel, the Back Bay Hilton and the Tremont House. As an outspoken and active member of the city's hospitality industry, he is a compelling force in promoting Boston as a desirable destination for business and leisure activities.

"Every one dollar spent to promote the city will return eight that can help fund other programs," Daley points out, stressing the need for a team effort by all professions to strengthen the city's economy. Daley concedes that "1989 was a tough year for hotels" but notes that business is picking up. Bookings in all three of his properties have increased so far this year, he reports.

In addition to his new status in the MCCA, Daley sits on the Board of the Greater Boston Convention and Visitors Bureau and is an active member of numerous local and national associations.

"I believe in getting involved—*really* involved—in whatever I'm doing," asserts Daley. "I like to think I can bring something positive to my colleagues, our industry, and our community."

On June 23, the eyes of the world were on the Copley Plaza Hotel where the leader of the anti-apartheid struggle in South Africa, Nelson Mandela, stayed during his historic visit to Boston. Copley Plaza owners Jim and Kathy Daley hosted a reception attended by some 550 people. The event raised over $500,000 for the Fund for Free South Africa. Among the luminaries who attended were singers Harry Belafonte and Stevie Wonder as well as actor Danny Glover.

Daley has been "involved" since he was 22 when he purchased his first nursing home. This enterprising entrepreneur parlayed that first venture into a string of 20 luxury nursing and retirement homes before switching gears in the early 1980s when began to make plans to form his new "dynasty."

"Operating a hotel is not dissimilar from running a nursing home," observes Daley. "Both are 24-hour businesses catering to guests." Limousine service, selected menus and the many other amenities he offered earned him the reputation of operating the finest luxury residences available for the elderly.

Daley's hands-on approach has gone a long way toward carving out appropriate niches for his hotels. In just a little over a year, the Copley Plaza's 370 guest rooms and suites, restaurants, public spaces and function rooms have been redecorated and/or remodeled, repositioning it as a world-class hotel. His two-and-a-half year old, completely rehabbed Tremont House has established itself as Boston's "elegant, yet affordable downtown hotel," and his refurbished Back Bay Hilton flourishes as a business-traveler favorite.

Successfully operating three hotels with three distinctly different personalities is no easy task. Daley and his wife, Kathy—who balances the dual positions of Customer Service Director and Special Events Director—often work 12 to 14 hour days, seven days a week, setting a hard-to-match standard for their staff.

"Boston is one of the greatest cities in the world," exclaims Daley, a native Bostonian. "I'm delighted to be in a position to welcome and serve visitors from around the world. In that same vein, I welcome the opportunity to participate actively in the operation of the Hynes.

"The Hynes is a tremendous draw for associations and organizations scouting cities for convention destinations. Properly promoted, the Hynes can be one of the city's greatest assets," concludes Daley. ■

MASSMEETINGS

Published by the Massachusetts Convention Center Authority Francis X. Joyce, Executive Director

Special Section: People of the Hynes

Bassett Joins MCCA Board

The newest member of the Massachusetts Convention Center Authority, hotel owner Peter J. Bassett, describes himself as "an activist for the tourism industry."

Bassett is co-owner of several hotels, including the Ramada Airport Hotel in Boston. He is President of Hotel Management & Development, Inc., a full range management services company that operates hotels, motels and restaurants for major financial institutions, real estate syndicators and private investors.

Bassett joined the MCCA in August, and views the position as yet another way for him to help bring business to Boston and promote the convention and tourism industries in Massachusetts. His other professional involvements are many, including representing the hotel industry as Vice President and Executive Committee member of the Massachusetts Tourism Coalition.

"This is a very exciting and transitional time in Boston's convention industry," Bassett says. "We are now in the best position ever to serve the convention needs of nearly every association and corporation in America. We have many fine hotels with thousands of first-rate rooms; a gorgeous new convention center that's running smoothly; taxi companies that are geared to serving visitors better than ever before; retail merchants and restaurant operators who are totally service-oriented.

"All we have to do is let the world know what we have to offer," Bassett comments. "Boston has history, culture, world renowned educational and medical institutions, a thriving downtown area, convenient transportation, and — of course — the new Hynes. ■

After 7 years at MCCA & 35 years of public service

Hynes Director of Marketing Ernest Lucci Retires

Ernest A. Lucci, known to hundreds of association and travel industry executives, is retiring—not only from this position, but also from 35 years of public service.

Those who know him characterize him as "incredibly dedicated," and describe his style as "cooperative and creative."

As the first Director of Marketing for the Massachusetts Convention Center Authority (MCCA), he led an aggressive and successful marketing effort during an extremely difficult period: before, during, and after the construction of the new Hynes. He joined the Authority in August 1983. During his first few years he had no building to market, so he marketed "Boston, which is so easy to promote, and the future vision of the new Hynes."

This approach worked so well that when the Hynes opened its doors on schedule in January 1988, the building was fully booked during its first year of operation, and had bookings through the year 2011. This success was not the result of smooth sailing, but of a lot of hard work, forethought, "and an excellent staff here at the Authority," Lucci says.

"We had to work very hard to overcome the physical problems, scheduling glitches, and image problems caused by construction delays that prevented us from opening the entire building at one time.

"I'm pleased to report that visitors from around the country and throughout the world love the Hynes: the building, the staff and the service," Lucci adds. "Their opinion is reinforced by the architectural awards the Hynes has received, and by the fact that most groups using the Hynes re-book for future events."

He derives the greatest satisfaction from the fact that the Hynes has exceeded every expectation and projection of economic benefit and tax revenues generated for the City of Boston and Commonwealth of Massachusetts. And it is this desire to serve his community that has characterized Lucci's long career in public service.

Prior to joining the MCCA, he held a variety of positions during his 21 years with the Massachusetts Department of Commerce, which culminated in the position of Commissioner of Commerce. His "cooperative and creative" style allowed him to gather many diverse companies and organizations from around the commonwealth to work together in a synergistic manner that enhanced the business environment throughout Massachusetts.

Lucci's achievements are many, his interests diverse, and his involvement all-encompassing. As a public speaker and author, Lucci has addressed thousands of people around the country on business and tourism-related topics.

"To say that we will miss Ernie Lucci is quite an understatement," says MCCA Executive Director Francis X. Joyce. "His marketing know-how helped us tremendously during the formative years of the MCCA. And his communications knowledge helped position the Hynes as one of the most desirable, functional and elegant convention centers in the country.

"On behalf of everyone at the MCCA, I thank Ernie for all he has done for the Hynes, and wish him all the best in his private endeavors." ■

Behind-the-scenes support

First Aid Office at Your Service

Visitors to the Hynes rarely meet Monica Soll voluntarily, but when they do, they're glad she's there. Soll is the Hynes' Head Nurse, and she runs the First Aid Office.

Every convention at the Hynes is served by the First Aid Office and its experienced staff. Soll's experience is reflected in the initials that follow her name: Monica Soll, R.N., B.S., E.M.T., C.P.R. (Registered Nurse, Bachelor of Science, Emergency Medical Technician, Cardio Pulmonary Resuscitation instructor).

"We handle everything from simple headaches and twisted ankles to unexplained chest pains and emergency medical situations," Soll says. "We can usually handle non-emergencies on-the-spot with our in-house equipment and supplies. For emergency situations we're trained to stabilize the patient, make a preliminary diagnosis, and call for more sophisticated help."

She notes that ambulance response time to the Hynes is a fast two to four minutes. She adds that the Hynes has an affiliation with a near-by private physician. "This means that in most cases, visitors with medical problems don't have to go to a hospital or to an emergency room," Soll explains. "We can help visitors with prescription medications, and we can be especially helpful to foreign visitors who may otherwise encounter long delays and complications regarding medications."

Soll has complete confidence in her nursing staff, and in the Hynes' security personnel, who respond quickly and professionally to every situation. Soll—or "Nurse Monica" as many call her—will soon be leaving Boston for Baltimore for family reasons. Her five years at the Hynes have allowed her to set up the First Aid Office and train a staff that is well prepared to take over her responsibilities.

The letters received from grateful visitor-patients attest to the professionalism of the Hynes nursing staff. ■

Two New Event Coordinators

The Hynes recently added to its staff of professional Event Coordinators. Mary Stovroff joins us with 10 years of experience in the industry, and John Thoms joins us following nearly five years with Marriott Corporation at the Marriott Copley Place Hotel in Boston.

Stovroff has held a variety of jobs in sales, catering and convention services with Hyatt Hotels, and recently worked as an Account Executive with Andrews-Bartlett, a general service contractor in Washington, D.C.

Thoms received top-notch training at the nearby Marriott Copley Place, and gained valuable experience coordinating all kinds of convention events.

"We feel that Mary and John come to the Hynes with the experience and knowledge that will make them valuable additions to our team." says Mark J. Leahy, Convention Center Manager. "Both of them are extremely well equipped to meet the challenges of providing first rate service to meeting planners from associations, corporations and local groups."

Thom says, "I see working at the Hynes as a great professional challenge. I look forward to handling larger groups and to contributing to Boston's hospitality industry."

Stovroff is pleased to be part of the Hynes, "the focal point of the meetings and convention industry in Boston. The Hynes is definitely one of the most beautiful and functional convention centers I've ever seen," she observes.

Marie Shea, Hynes secretary

Retiring from 50 Years of Public Service

The pleasant voice of Marie Shea will no longer greet callers to the Hynes' Convention Center Manager's office. She is headed for a much-deserved, quiet retirement.

For those who have worked with the Hynes over the years, her retirement may come as a surprise, for Marie Shea seems to be a one-woman institution at the Hynes. Not only has she served as an extremely competent secretary to the Massachusetts Convention Center Authority since its creation in 1983, she was also the first secretary at the former Hynes *Auditorium*.

Marie remembers back to 1957, shortly after the Auditorium Commission was formed: "The Mayor came to me one morning and asked, 'Would you like to work for the Auditorium?' I said, 'Okay' and he said, 'Well then, you're the new secretary'. I thought it would just be temporary, but I've been at the Hynes ever since."

The mayor she refers to was Mayor John B. Hynes, whom she had served as personal secretary since he was first elected in 1950.

But Shea's career serving Boston actually began 10 years before that, in 1940, as a secretary in City Hall. This year, 1990, marks her 50th year in public service—an accomplishment few people can claim.

MCCA Executive Director Francis X. Joyce presents award to Marie Shea for 50 years of dedicated public service.

"Marie has set a high standard for administrative staff members to measure up to," says Mark J. Leahy, Convention Center Manager. "Her hard work, professionalism and bright personality will be missed by all." ■

Highest registration in 10 years

American Nurses Association Meets at Hynes

More than 7,000 healthcare professionals attended the 1990 Biennial Convention of the American Nurses Association (ANA) at the John B. Hynes Veterans Memorial Convention Center in Boston.

The ANA represents the nation's two million registered nurses through its 53 state and territorial associations. The organization's 196,000 members make it one of the most influential healthcare associations in the nation.

The 4,032-seat Hynes Veterans Memorial Auditorium is filled to capacity by the American Nurses Association.

This year's theme, "Nurses United in Caring" built on a "caring" theme that the ANA began at last year's conference with "Proud to Care," and continues with the 1990 theme for National Nurses Day: "Together in Caring."

This year's Boston convention featured speakers, panels and educational sessions that dealt with the many facets of working as a nursing professional. Keynote speaker Geraldine Ferraro presented a talk called "Beyond Oppression." She discussed how nurses can move toward more empowering positions of self-actualization and social commitment.

A panel on the homeless was also presented, hosted by NBC News anchor Mary Alice Williams. The panel focused on "the vulnerable homeless population": children, women, the mentally ill, and people with AIDS.

ANA spokesperson Joan Meehan reports that more than 300 exhibitors provided attendees with the latest information and products from important suppliers in the health care field. The association's 615-member House of Delegates also convened during the convention, held June 15 to 20.

Hynes Event Coordinator Jane Hynes indicates that the ANA exhibitors occupied Halls A and B on the first level of the building. They also utilized meeting rooms throughout the building.

"We've hosted many health professionals at the Hynes and we look forward to many return visits," says Francis X. Joyce, Executive Director of the MCCA. "Boston is well known for excellence in medicine and health care, and we're proud to provide a building that facilitates the sharing of knowledge." ■

Press Familiarization Trip Brings Editors to Hynes

"Boston re-visited: A personal press tour of Boston" was held recently by the Massachusetts Convention Center Authority (MCCA) and the Greater Boston Convention and Visitors Bureau (GBCVB). Three editors made time in their busy schedules to join us for an insider's view of the Hynes and Boston.

Mid-July was also a busy time for the hospitality industry in Boston, and hotel rooms were hard to come by, because Decworld (sponsored by Digital Equipment Corporation) was in town. But we were able to host our press guests in style at the Omni-Parker House and the Midtown Hotel. Also in town at the Hynes was IAAM—the International Association of Auditorium Managers—for its 65th Annual Conference & Trade Show.

Joining us for the press fam trip were: John Halbrooks, Senior Editor at *Medical Meetings*; Joan Hough, Editor and Publisher of *Meeting Planner's Alert*; and John Kirk, New England representative for *Meetings and Conventions*.

In addition to visiting the Hynes, our guests toured several unique meeting spaces in Boston, including: the Boston Tea Party Ship Museum, the Computer Museum at Museum Wharf; the Children's Museum; the World Trade Center; and The Lady Windridge, a 170-foot luxury yacht (accommodating 400 people) which will be in Boston June through September this year and next year.

Joan Hough said she appreciated the opportunity to explore meeting sites she'd never had time to visit before. "I used to live in Boston, and yet I'd never gotten around to seeing the Children's Museum, which is really wonderful," she exclaimed.

"Boston's many fine restaurants are quite wonderful, too. It would take quite a few trips to Boston to allow one to sample only a few of Boston's culinary delights."

Hough also enjoyed her personal tour of our new convention center. "It was very valuable for me to see the Hynes up-close. I'd seen it several years ago while the new building was under construction, and then again last year during ASAE's convention in Boston. While I've always thought the building was especially beautiful, I now appreciate how well-planned the facility is." ■

Hynes Schedule of Events

The following is a partial listing of conventions, exhibitions and meetings being held in the Hynes Veterans Memorial Convention Center during 1990 and 1991.

Event dates	Event name	Estimated attendance
October		
Sept. 30-Oct. 1	AIDS Action Committee fundraiser	1,500
1-3	American Association of Textile Chemists & Colorists	2,000
1-3	Access Technology seminar	400
5-10	American Academy of Pediatrics Annual Meeting	6,500
13-16	American Dental Association	40,000
22-25	American Society of Plastic and Reconstructive Surgery	5,000
29-31	American Gas Association	2,000
29-31	The Wire Association International	2,000
30-31	Electronic Imaging East	3,000
27	Wedding	150
November		
2	WRKO Radio: "Great Tastes of Boston"	1,500
6-8	OPTCON '90	14,000
10	Miss Caribbean American Beauty Pageant	1,500
11-13	National Industrial Transportation League	2,500
11	Wedding Expo	1,000
14-17	National Association of Social Workers	8,000
20-25	The Bill of Rights Exhibit	9,000
23-25	Christmas Crafts Show	3,600
25-27	Christian Camping International Annual Meeting	4,000
December		
1-3	International Society of Hematology	6,000
8	International Union of Operating Engineers	2,000
11-13	Digital Consulting Group	500
14-15	Harvard Model Congress	6,000
January		
4-8	Professional Convention Management Association, 35th Annual Meeting	1,200
10-12	Northeastern Retail Lumbermens Association	9,000
17-19	Massachusetts Dental Society, 16th Annual Yankee Dental Congress	14,000
21-25	ADSPO '91	8,000
23-27	Evangelistic Association of New England	4,000
February		
12-14	NETWORLD '91	10,000
20-22	United States Institution for Theater Technicians	3,000
25-27	SUN EXPO	2,500
26	Greater Boston MBA Placement Consortium	1,000
March		
4-6	National Council of Savings Institutions	2,200
12-14	International Boston Seafood Show	15,000
19-21	Electronic Motion Control Society, Motion Control '91	5,000
18-20	American Concrete Institute	3,600
25-27	New England Healthcare Assembly	10,000
April		
1-4	National Catholic Educational Association, Annual Convention & Exposition	15,000
7-10	American Society of Cataract & Refractive Surgery, Annual Convention	4,000
9-10	National Association of College Admission Counselors	15,000
14-18	Ben Franklin Stores, Inc., Annual Meeting & Merchandise Show	3,000
23-25	American Academy of Neurology, Annual Meeting	4,000
23-25	Assembly Technology Expo East	8,000
30-May 1	Boston Life Underwriters Association	800
May		
2	Job Fair for experienced alumni	1,000
3-5	National Art Materials Trade Association	4,500
6-9	American Roentgen Ray Society	2,000
14-16	American Academy of Critical-Care Nurses, National Teaching Institute	11,000
20-22	National Fire Protection Association, Annual Convention	6,000
21-23	New England Environmental Expo	3,000
28-June 1	International Television Association	1,500

RECORD ATTENDANCE
continued form page 1

service. This, combined with the inherent attractions of Boston, makes the Hynes one of the best places in the country to hold national and regional events.

The following thumbnail case histories illustrate the success enjoyed by some of the country's leading associations.

• The American Chemical Society held one of its largest conventions ever at the Hynes with 13,000 people in attendance. This was the ACS's first convention in Boston, and it won't be the last—they're scheduled to return to the Hynes in 1996.

"Our recent meeting at the Hynes exceeded all our expectations," says Christine Pruitt, ACS's Department Head of Meetings and Divisional Activities. "The staff was excellent, just superb."

• The Yankee Dental Congress, sponsored by the Massachusetts Dental Society, welcomed a record-setting 22,085 people to the Hynes. The MDS has set attendance records every year since 1988, when it held the first event in the newly opened Hynes. Attendance in 1989 was eight percent greater than in 1988, and this year's attendance topped last year's by six percent.

• The American Risk & Insurance Management Society gathered nearly 8,000 of its industry's professionals to the Hynes. Including guests and spouses, the ARIMS brought more than 10,000 people to Boston.

"We've had an overwhelmingly positive response to the Hynes building," says ARIMS Director of Conferences Bobbie Zucker. "The professional and elegant environment of the facility set the tone for our members to enjoy the meeting. And the Hynes staff is tremendous—'efficient' doesn't even begin to describe it. This is the best staff I've dealt with in 15 years. Our 1990 meeting was a highlight of my career."

The ARIMS is now looking at future dates to re-book the Hynes.

• The American Nurses Association, meeting at the Hynes in June, experienced its highest registration in 10 years—7,025 people. Joan Meehan, of the ANA, explained that this exceptional turn-out was an important factor in the association's fund raising effort that generated $400,000 in pledges to finance the ANA's upcoming move from Kansas City to Washington, D.C.

• The American Lung Association drew some 10,000 visitors to its World Conference on Lung Health in May. This major event combined meetings of the ALA, the American Thoracic Society, and the International Union Against Tuberculosis and Lung Disease. ■

Boston's Top Concierge Honored

Omni-Parker House staff gathers to congratulate one of their own as Boston's top concierge. (L-R): Julie Smith, Executive Assistant; Stephanie McNamara, Concierge; Joy Lesser, V.P.-Human Resources; Al Cavusgil, Front Desk Agent; Elizabeth Carey, Where Magazine publisher; Kathryn Downes, Assistant Executive Housekeeper; Allan Saltman, Concierge; Eric Akumanyi, Bellman; Douglas Miller, Director of Guest Services; Phyllis Phipps, Director of Human Resources; Patrice Chassagnade, Front Office Manager.

The 1990 Concierge of the Year Award was presented to Omni-Parker House concierge Allan Saltman by Boston's *WHERE Magazine* during its third annual award party aboard the newly-renovated Spirit of Boston cruise ship.

More than 175 concierges from the Boston area attended the nautical event, which took passengers on a sunset tour of Boston harbor and the historic waterfront. Saltman was chosen from among his colleagues on the basis of ballots cast by *WHERE Magazine* advertisers, vendors and others working in the hotel industry.

Saltman began work in the hospitality field in 1982 when he joined the staff at the Ritz Carlton. During his five years at the Ritz, Saltman was promoted as the hotel's first Conference Concierge, which provided him with a lot of insight into the hotel industry. He joined the Concierge Staff at the Omni-Parker House in 1988.

Saltman was awarded a hand-blown glass quill pen crafted in Italy.

Previous recipients of the Concierge of the Year Award are Donna Dupee of the Marriott Cambridge in 1989, and Gene Ferguson of the Ritz Carlton in 1988.

Everyone at the MCCA and the Hynes congratulates all of these winners, for their dedication and their efforts to enhance Boston's reputation as a world-class city. We're glad they recognize the importance of the hospitality industry to the economic wellbeing of Boston and Massachusetts. ■

9 days packed into 4

DEXPO East 90 Expands, Fills Hynes

The Hynes became a huge marketplace of high-tech ideas and products as DEXPO East 90 brought its expanded show and conference to Boston.

More than 10,000 people from throughout the eastern United States gathered for demonstrations and discussions of more than 10,000 DEC-related products. With 475 booths representing IBM, Apple, Hewlett-Packard and hundreds of other vendors, DEXPO was the most complete show of its kind.

Many new products and breakthrough technologies appeared for the first time at DEXPO East 90. IBM featured the recently announced RISC System/6000 series of high performance workstations. Datamedia showed high performance desktop LAN workstations suitable for VAX networks. This is just a small sample of the new product demonstrations conducted during DEXPO.

The world's largest Apple-Digital Integration Center at DEXPO featured a major Apple Computer exhibit and hundreds of MAC-to-VAX communications enhancements from key Apple developers.

"DEXPO filled the entire building," reports Hynes Event Coordinator Paula Quomo. "All 450,000 square feet of usable space were utilized. Exhibition halls, registration space, ballroom and meeting rooms were all bustling with activity."

DEXPO attracted a variety of visitors, from technical people to corporate management, June 25 to 28. Those who specify VAX equipment or make purchasing decisions were in attendance.

The show managers promised to pack nine full days of intensive instruction into just four days at DEXPO this year. Needless to say, DEXPO East 90 was a fast-paced event.

MASSMEETINGS is a publication of the Massachusetts Convention Center Authority (MCCA), which owns and operates the John B. Hynes Veterans Memorial Convention Center.

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NEWSLETTER HIGHLIGHTS

- Hynes "video brochure" now available
- Why do events at Hynes tend to experience record attendance?
- Another Hynes Fam trip
- We have "Mass. appeal"
- Boston's top concierge honored